

Amendment

Applicant: George Bradley Hobbs

Serial No.: 09/734,290

Filed: December 11, 2000

Docket No.: 10003973-1

Title: PRINT PROCESSING SYSTEM AND METHOD WITH INTERFACE ADVERTISING**REMARKS**

This Amendment modifies the Request for Continued Examination (RCE) filed herewith. With this Amendment, claims 27, 28, 38, 39, and 40 have been cancelled without prejudice, and claims 1, 11, 21, 22, 24, 33, and 34 have been amended to clarify Applicant's invention.

Claims 1-26 and 29-34, therefore, remain pending in the application and are presented for reconsideration and allowance.

Claim Rejections under 35 U.S.C. § 102

Claims 1-34 are rejected under 35 U.S.C. 102(e) as being anticipated by Dutta US Patent No. 6,891,635.

With this Amendment, claims 27 and 28 have been cancelled without prejudice. The rejection of these claims, therefore, is rendered moot.

With this Amendment, independent claim 1 has been amended to clarify that the method includes communicating an interface of the customer with the print processing system controller via the network communication link; and presenting the advertisement to the customer via the network communication link when the print processing system controller processes the job ticket for the print job, including displaying the advertisement on the interface of the customer.

With this Amendment, independent claim 11 has been amended to clarify that the method includes communicating an interface of the customer with the print processing system controller via the network communication link and transmitting a job ticket for the print job to the print processing system controller via the interface; and presenting the at least one of the advertisements to the customer via the network communication link, including displaying the at least one of the advertisements on the interface of the customer.

With this Amendment, independent claim 21 has been amended to clarify that the system includes a print processing system controller configured to have an advertisement registered therewith; and a customer interface configured to communicate with the print processing system controller to transmit a job ticket for the print job to the print processing system controller, wherein the print processing system controller is adapted to process the job

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ticket for the print job and display the advertisement on the customer interface when processing the job ticket.

With respect to the Dutta patent, Applicant submits that this patent does not teach or suggest a method of processing a print job of a customer and directing advertising to the customer as claimed in independent claim 1, a method of processing a print job of a customer and directing advertising to the customer as claimed in independent claim 11, nor a system for processing a print job of a customer and directing advertising to the customer as claimed in independent claim 21. For example, the Dutta patent discloses a system and method for providing advertisements in web based printing wherein the selected advertisements are included in the printout of the document (see, e.g., Abstract; col. 2, lines 7-17; col. 5, lines 52-55; col. 6, lines 7-9). The selected advertisements of the Dutta patent, therefore, are printed. The system and method of the Dutta patent, however, does not display the selected advertisement on an interface of the customer as claimed in independent claims 1, 11, or 21.

In view of the above, Applicant submits that independent claims 1, 11, and 21 are each patentably distinct from the Dutta patent and, therefore, are each in a condition for allowance. Furthermore, as dependent claims 2-10 further define patentably distinct claim 1, dependent claims 12-20 further define patentably distinct claim 11, and dependent claims 22-26 and 29-34 further define patentably distinct claim 21, Applicant submits that these dependent claims are also in a condition for allowance. Applicant, therefore, respectfully requests that the rejection of claims 1-34 under 35 U.S.C. 102(e) be reconsidered and withdrawn, and that claims 1-26 and 29-34 be allowed.

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In view of the above, Applicant respectfully submits that pending claims 1-26 and 29-34 are all in a condition for allowance and requests reconsideration of the application and allowance of all pending claims.

Any inquiry regarding this Amendment should be directed to either Jeff D. Limon at Telephone No. (541) 715-5979, Facsimile No. (541) 715-8581 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

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Respectfully submitted,

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CERTIFICATE UNDER 37 C.F.R. 1.8: The undersigned hereby certifies that this paper or papers, as described herein, are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (571) 273-8300 on this 5th day of May 2006.

By 
Name: Scott A. Lund